PLAY METER

UPDATE EDITION

Volume 6, Number 16 September 1, 1980

Seeburg debt plan goes to creditors

A plan for reorganization of the Seeburg Corporation under the Bankruptcy Code has been accepted by a federal court in Illinois, and unsecured creditors of Seeburg were given until July 24 to vote acceptance or rejection of the plan.

The basic payout on which unsecured creditors are voting on is 30 percent of claims' amounts.

In order for the reorganization plan to be accepted, creditors who hold at least two-thirds of the amount owed in claims (more than $2 million in total) and more than half of number of claims must vote in favor of the plan.

The settlement agreement—contingent on that acceptance—considers the sale to Stern Electronics of "substantially all of the assets" of the Seeburg company, which is a wholly owned subsidiary of Consolidated Entertainment Inc., another Delaware corporation and owned and controlled by members of the family of Louis J. Nicastro. Seeburg currently occupies premises owned by Xcor International, Inc. at 1500 N. Dayton Street, Chicago, and leased to Seeburg.

Stern would buy all Seeburg assets except patents, for $1,243,750, and Seeburg would grant Stern a right to its patents for an additional $50,000 payment. A further $350,000 would be paid by Stern to Seeburg on August 31, 1983 if by that time Stern has manufactured a total of 25,200 coin-operated jukeboxes. The same amount would be paid one year later if Stern has manufactured a total of 33,600 jukeboxes under the Seeburg name.

Xcor, under this agreement, could continue to make jukeboxes under the Seeburg name but would have to state in any and all advertising for such jukeboxes "that the products and services being sold are not affiliated with Stern." Stern would be required to furnish Xcor with vending machine and jukebox parts it requires for three years after the agreement is final.

Stern would also agree to pay Chase Manhattan Bank of New York $187,500 for its security interest in Seeburg's inventory which includes the parts inventory.

The court notice showed Seeburg assets on October 19, 1979, at which time it filed under Chapter 11 of the Bankruptcy Code, to be $7,037,279 and at that time its total indebtedness was set at $7,773,577. Its notes receivable and trade accounts receivable are pledged to the Chase Bank.

The Seeburg firm was started in 1907 in Chicago. It was sold by the Seeburg family in 1956 in order to meet estate tax obligations. A Pennsylvania investor at that time turned Seeburg into a public corporation. Seeburg became Xcor International in 1977 but was later separated from Xcor as the Nicastro-held corporation of Seeburg.

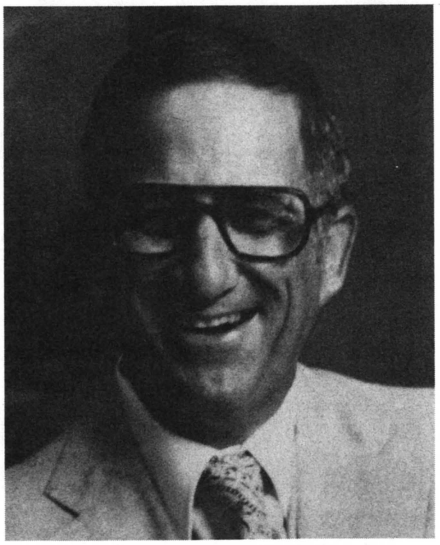
Atari meeting unwraps 50-cent games

The sixth annual Atari Distributor meeting, called "The Atari Roundup," was held at The Wigwam in Phoenix, Arizona, April 26—30 and was attended by over 200 people, including Atari personnel and distributors from around the world.

Unveiled at the meeting was Atari's new *Missile Command* game, which will be shipped from the factory set on 50-cent play.

An Atari spokesman told PLAY METER that *Missile Command* on test locations had pulled revenue well against machines on 25-cent play. The new game will be adjustable to a quarter or 50 cents per play.

In a highlight of the business sessions, Gene Lipkin, president of Atari's Coin-Operated Games Division, announced that 1979 was a record year for Atari, and that 1980 would easily surpass that mark of growth and sales. "Product acceptance is greater than ever," he said, citing contemporary packaging and advanced technology as factors.



Atari President Robbins

Ray Kassar, chairman of the board of Atari, gave an overview of the Consumer Division and stated that Atari's entry into the computer business opened an important new market with the introduction of the Atari *400* and *800* computers. He also pointed out that both divisions of Atari are investing heavily in research and development.

Manny Gerard, of the presidents' office, reiterated this theme, saying the Sunnyvale manufacturer spends more on R&D than the rest of the industry. "This will continue," he said, "because it is good business."

Continued on page 2

Update Edition

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Esmay Leslie

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European office: PLAY METER Promotions, "Harescombe" Watford Road, Northwood Middx. England, Northwood 29244.

Continued from page 1

Frank Ballouz, director of marketing, conducted the new product showing with a presentation of the new games to be released this summer—which include *Asteroids Cabaret*, the new cabinet model designed for use in more space-limited locations; *Asteroids Cocktail*, and the new *Missile Command*, a dramatic color action game. In *Missile Command*, players defend their cities and missile bases against invading ICBMs. The game is also being offered in Cabaret and cocktail models in addition to the upright.

Other meetings with the distributors centered on engineering and manufacturing, finance, and marketing. Distributors were given a thorough briefing of the creative process and methods used to bring Atari products to market, and on how to create better profit opportunities. Intersperses with the meetings were activities such as golf, tennis, trap shooting, and a western steak fry.

"The Roundup at the Wigwam was by far the most successful of all Atari meetings," reported Don Osborne, Atari's national salesmanager. He said numerous letters from distribs indicated it was "highly productive and offered an excellent opportunity to share ideas and information with Atari and with each other."

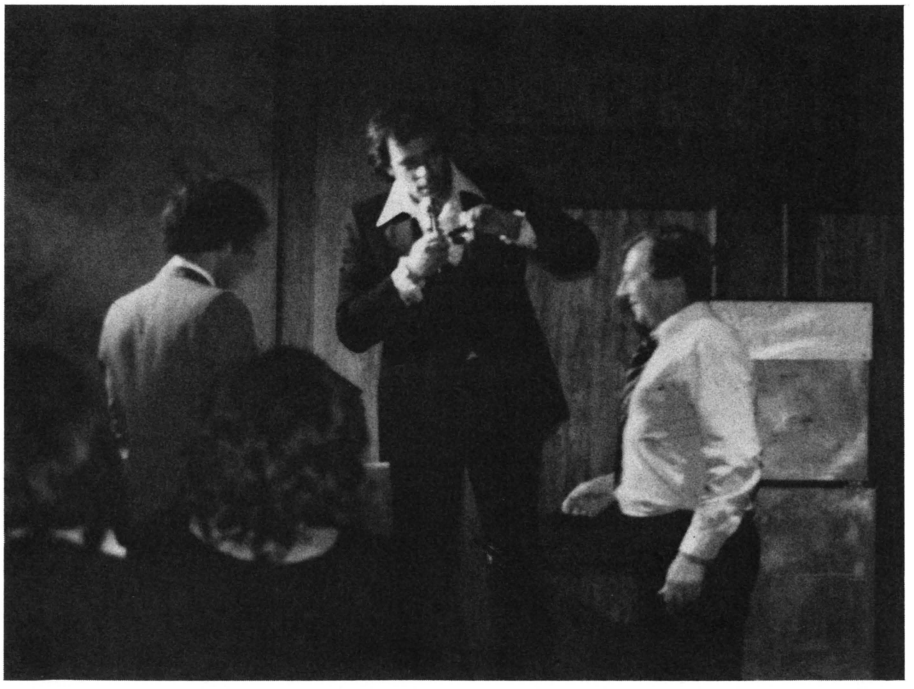
Bally sells slot data system

Robert E. Mullane, chairman of the board and president of Bally Manufacturing Corporation, announced recently that the company has entered into an agreement with Resorts International, Inc. for the sale of Bally's Slot Data System II.

The SDS II is a computerized cash monitoring and security system for slot machines which permits on-line, data cash monitoring, revenue reporting and data gathering and analysis of security and maintenance functions.

Mullane further stated, "The installation of this system in Resorts International's Atlantic City casino is scheduled to begin in June, 1980 and will mark the fourth major installation of the company's computerized system. Bally's SDS systems are presently in operation at the Las Vegas Hilton and the Flamingo Hotel in Las Vegas and in Bally's Park Place's casino in Atlantic City, New Jersey." Bally's Park Place, Inc. is an 83 percent owned subsidiary of Bally Manufacturing Corporation.

As well as for security, the SDS II system was developed and manufactured to supply the necessary information to simplify accounting, meet regulatory requirements, and analyze slot machine performance and profitability."



At a recent Williams Electronics company meeting, employees were cited for achievement. Joseph Quadri (right) receives an award from Williams President Michael Stroll for service as a European distributor.

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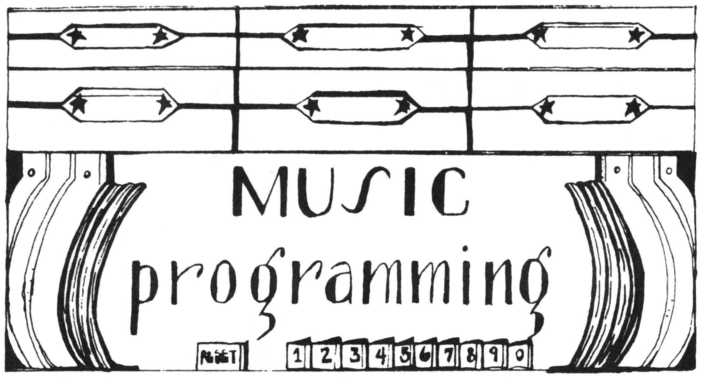


By Pat Matthews

Program Director
WQUE New Orleans

Midsummer's hits:

Mick Jagger croons, Who singer acts

Our picture boys this time around are The Rolling Stones, who have just released their latest lp, "Emotional Rescue," to their eager fans. The album has a taste of rock'n'roll, but far less than we've become accustomed to, from the "best rock'n'roll band in the world." The title tune, the single, is a perfect example.

EMOTIONAL RESCUE — THE ROLLING STONES — Rolling Stones Records RS 20001

Not since the "Black and Blue" album has Mick Jagger gotten this much mileage out of his falsetto crooning. At first listen, one thinks it may be a bit avant-garde for the Stones. But it's a heck of a lot more than that. It's the soulful side of the Rolling Stones at their best. They've shown us how to rock, and now they'd like to show us how to move—on the dance floor and within ourselves. The sax rides are priceless. Should go to the top: *10 out of 10.*

UNDER THE GUN — POCO — MCA Records MCA 41269

Here's another group that has weathered the storms, so to speak. This time out it's a Paul Cotton composition from one of the finest groups of musicians ever assembled. It's not a ballad this time and the result is a rollicking mainstream rocker in the mold of the Eagles. Poco could have enough hooks in this one to propel it to at least an *8 out of 10.*

WHY NOT ME—FRED KNOBLOCK—Scoti Brothers SB 600

With a name like one of your old P. E. teachers, here's a newcomer to the music scene. Direct from Jackson, Mississippi, or thereabouts, it's Fred Knoblock and one of the more clever tunes of 1980. It's all about this guy at the wedding of the

The records are rated as follows: 10 out of 10 = Top 10 peak; 9 out of 10 = Top 20 peak; 8 out of 10 = Top 30 peak; 7 out of 10 = Top 40 peak; 5 or 6 out of 10 = Somewhere in Top 100; 4 or less = Forget it, loser, break in half.

girl who used to be his. Great lyric lines and a "down home" feel clinch this one's hold on the listener. Will cross over to Country, too: *8 out of 10* on highest chart.

JUST CAN'T WAIT—THE J. GEILS BAND — EMI America P-8047

A lot of people will say J. Geils has gone "new wave," but I don't think that's the case. The vocals have a definite '60s Dylan feel and there is that Farfisa or Vox Continental organ throughout (which conjures up notions of "new wave"), but worry not, it's straight-ahead rock'n'roll from the party lovers' band of all time. Should hit *7 out of 10* or better. (A lot better record with more potential than "Love Stinks".)

BOULEVARD— JACKSON BROWNE — Asylum 47003

It's the long-awaited new one from everybody's favorite. The title cut from the album showcases the rockin' side of the genius from California. It's just a good-time-feeling record that tells the story of the Big City. I think here Jackson's singing about Sunset Boulevard in L. A. , but it could be a six-laner in any town. The song is the message this time around and it's headed to the Top Ten: *10 out of 10.*

FREE ME—ROGER DALTRY—Polydor PD 2105

From the upcoming film "McVicar" starring the Who lead singer, this is one of the more ambitious songs released by a Who member (or the group, for that matter) in a long time. It's a powerful record from start to finish with strong vocals by Daltry. An excellent horn track arranged and conducted by Jeff Wayne carries the tune throughout. One of the most added songs in radio recently, this one's certain to score in a big way. And when the movie's released, we'll be able to find out if Roger can act as well as he can sing. Give it *9 out of 10.*

GIVE ME THE NIGHT—GEORGE BENSON—Warner Brothers WBS 49505

First off, there are obvious plusses. It's produced by Quincey Jones—'nuff said. But it doesn't stop there. The song was penned by none other than Rod Temperton, who has had a lot to do with Michael Jackson's sudden rise to fame. He wrote practically all of the smash hits on the "Off The Wall" album. Benson's in fine form on this mid-tempo "grabber" and should have his first hit in years—with a little help from his friends, so to speak. Score should hit *8 out of 10* or better.

Stern awards pins in college frats promo

Eighteen fraternities and sororities have been named top prize winners in a nationwide college fund-raiser sponsored last spring to benefit the American Heart Association. The three-day event —designated a national special event by the AHA Youth Committee—was sponsored by Stern Electronics, Inc. and National Lampoon magazine.

Greek organizations at some 700 campuses were invited to enter the competition by staging a three-day fundraising activity on their local campus.

Fraternities and sororities raising the most money and receiving Stern *Muhammed Ali* pingames were: Sigma Alpha Mu, Towson State University, Towson, Maryland; Sigma Phi Epsilon, University of Vermont, Burlington; Zeta Beta Tau, University of Georgia, Athens; Sigma Chi, Dickinson College, Carlisle, Pennsylvania; Sigma Phi Epsilon, College of William and Mary; Pi Kappa Alpha, West Georgia College, Carrollton; Sigma Chi, University of North Dakota, Grand Forks; and Sigma Nu, Pi Beta Phi, Beta Theta Pi, The Greek Senate, Sigma Chi, Gamma Phi Beta, Chi Phi, Kappa Sigma, Sigma Alpha Epsilon, Delta Delta Delta, and Phi Kappa Tau, all at U. C. L. A. , Los Angeles.

An additional pinball game was awarded to members of Zeta Beta Tau fraternity at the University of Georgia for sponsoring a 72-hour pinball marathon—judged the most original fundraising event by the publishers of Lampoon magazine.

[*Ed. note—An article on the operating value of the Stern/AHA promotion in relation to Athens, Georgia locations appeared in PLAY METER, July, 1980: "Pinball marathon," page 38.*]

Court blocks Pizza Time suit

Pizza Time Theatres has lost its first round in court to Topeka Inn Management (TIM).

Pizza Time, Inc. of Sunnyvale, California had filed suit in U. S. District Court of Northern California against TIM, of Topeka, Kansas, charging TIM and its president, Robert L. Brock, with breach of contract and unfair competition.

The court in a ruling June 9 found in favor of TIM (which is now Brock Hotel Corporation) and against Pizza Time Theatres in denying a preliminary injunction.

Pizza Time, a chain of family entertainment centers with token-operated games, had petitioned the court for injunctive relief and cash damages in the amount of $250 million.

U. S. District Judge Robert H. Schnacke concluded, after a May 23 hearing, that Pizza Time "has not shown a sufficient liklihood that it will prevail on the merits at trial on its claims of misappropriation of trade secrets or unfair competition to warrant granting any preliminary injunctive relief based on those claims."

The court found Pizza Time Theatres not to have made a "sufficient showing" either that it has trade secrets relating to the operation of its business, or that TIM is competing unfairly or threatening to do so.

Robert Brock said in a prepared statement: "We continue to believe that PTT's suit is completely without merit and that PTT cannot successfully defend against our claims. (Pizza Time is a counterdefendant at suit.) Our attorneys are attempting to obtain an early trial in order that this matter may be disposed of at the earliest possible date," said Brock.

COMING IN PLAY METER:

Williams Electronics, Inc. plans to join the field of video games producers. A prototype game is in its infancy, Williams sources say, and it will be unwrapped before the 1980 AMOA Show. Company spokesmen cite Williams technical competency at present as an underpinning for a move to reliable new video games from the Chicago manufacturer.

More details on the new video maker will be in PLAY METER. September 15.

TECHNICAL TOPICS

San Diego learns Gottlieb's system

San Diego operators and technicians learned about Gottlieb's "System 80" pingames at a one-day seminar held on April 29. The class was sponsored by Betson Pacific and was held at the King's Inn.

Gottlieb's Field Service Engineer George Offshack thoroughly described the new pinball system, despite the lack of a sample game for demonstration purposes. Schematics and troubleshooting guides were distributed to all who attended. A buffet lunch was also provided.

Bally, Midway set electronics class

Bally Pinball Division and Midway Manufacturing will sponsor an electronic flipper and video school on August 11—15 at the Howard Johnson's International O'Hare in Schiller Park, Illinois. Class size will be limited and will be filled on a first come, first served basis.

For further details or to place reservations, call 800/323-3555 in the continental United States; in Illinois, call 312-825-6431.

SERVICE TIP: Tailgunner 2

The two nine pin plugs to the audio P.C. board look the same. One plug has +5, +25, -25 volts, while the other has 5 volts only.

You should mark these plugs before removing them from the P.C. board so they can be easily differentiated. This will avoid the extensive damage that would result from getting these interchanged.

—*Wayne Conner*, Betson Pacific

CORRECTION

An item in the Technical Topics section of PLAY METER, June 15, 1980 included an incorrect part number for GE varistor MOV-II. The article concerned retrofitting some of the older model RMC phonographs ("Varistor installation how-to," page 76). The correct General Electric part number is V56ZA8. The correct part number does occur on the RMC drawing, kit #52551. PLAY METER apologizes for any confusion caused by the June typographical error.

Jim Smith of Sega Centers sees Instructor Fromm show how the digital multimeter is used in amusement games repair.

Arcade school a success

San Diego Arcade School held its first session on "Practical Solid-State Amusement Repair" the week of June 9th, 1980. Nine students attended the class, which ran through Saturday, eight hours a day.

"The class was quite successful," said Randy Fromm, PLAY METER technical editor who instructs the school. "I am grateful for the extraordinary cooperation extended to the school by the coin amusement industry," he added. "With only a single exception, every manufacturer that I contacted for materials and information was extremely helpful."

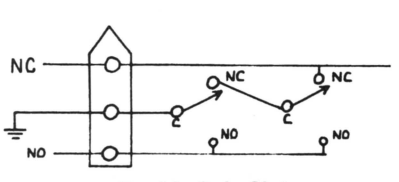
During the class, students learned about basic electronic theory, diodes and transistors, power supplies, video game monitors, electronic pinball, and more. Cinemetronics sponsored a special presentation on service techniques and the theory of operation of their Vectorbeam monitor games. a *Rip Off* game was used as a demonstration unit.

The use of a closed-circuit television camera with a close-up lens brought service techniques and other valuable information to the monitors on each student's bench, with the student able to see, up close, the critical service test point that are necessary in servicing electronic games.

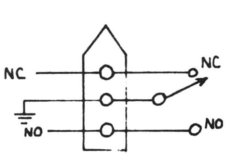
A fall and winter schedule is planned for the San Diego Arcade School.

Coin switch sensing

Figure 1

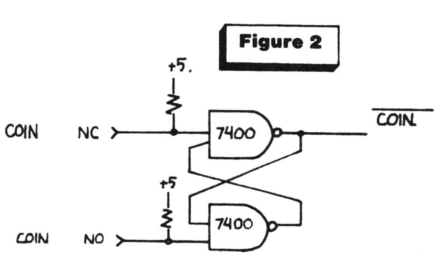


Double Coin Slot



Single Coin Slot

Figure 2



NC - Normally closed
NO - Normally open
C - Common

Some video game manufacturers use a single coin sense input to the logic system from a double coin slot door.

Figure 1 shows the different coin switch configurations. As you can see, in the double switch arrangement, the switches are not wired identically.

This can be confusing when troubleshooting games utilizing this set-up [Exidy *Star Fire*, Vectorbeam *Warriors*, Cinematronics *Tail Gunner*].

Figure 2 illustrates a typical single sense input to the game electronics.

—*courtesy, Star-Tech Journal*, Merchantville, New Jersey

OMAA urges care in buying

Ohio operators are being urged by the state association to use caution when purchasing vending and amusement machines from certain out-of-state sellers.

James H. Hayes, president of the Ohio Music and Amusement Association, said the OMAA has received reports from the northwest area of the state, of a "fast talking team from Michigan" who promote "non name equipment with low income-drawing ability."

Hayes recommended these steps be taken by machine permit holders before signing a contract to buy equipment:

1.—Contact the local Better Business Bureau for a report on the people who are selling to you.

2.—Carefully read the terms of the contract, especially the clauses having to do with time payments, interest rates, and assignments.

3.—Get a written guarantee for service and parts.

4.—Consult your present equipment operator when planning to buy your own vending and amusement equipment.

Hayes suggested that the permit holder consider three basic items when approached by out-of-state sales crews: service, integrity, and dependability.

"Permit holders should stop to consider that the jukebox repairman is a professional who is always available at no cost," said Hayes. "He's trained to work on the latest computerized equipment and will answer calls at any hour, including weekends."

Few other professional repairmen can be found for breakdowns at crucial times, such as busy traffic nights, he pointed out.

Ohio's music and games operators in the OMAA "subscribe to a stringent code of regulations," Hayes said. That code includes attention to the role of the coin-op industry in the life of the community, recognition of "the highest possible standards in order to properly serve the public," and fair and honest dealings with customers and the general public at all times. Members are committed "to compete fairly and ethically, thereby making our industry more efficient by stimulating the greatest possible service to the public," and to faithfully execute all contracts and to conduct business in such a manner as to generate the confidence and respect of customers, the industry as a whole, and the general public.

Hayes said any questions about OMAA can be answered at the headquarters office, 41 S. High Street, Columbus 43215, or by the Better Business Bureau.

Stern conducts service seminars

Gene Roelle, field engineer at Stern Electronics, Inc. is conducting a series of service school seminars at distributor showrooms over a wide area of locations.

Roelle is on the road to offer technical counsel on equipment operations and maintenance at the following Stern distributors this summer:

—July 25 and 26, Dennis Rhodes Enterprises, Memphis, Tennessee;

—June 30, July 1 and 2, Albert Simon, Inc., New York City;

—July 30, General Vending Co., Baltimore, Maryland; and July 31, General Vending, Richmond, Virginia.

In addition to supervision of service school seminars, Roelle is responsible for Stern's toll-free service hotline headquartered in Chicago. Distributors and operators of Stern coin-operated amusement games may telephone 1-800-621-6424 for service information and assistance. The line is open during regular weekday business hours.

Exidy appoints Baltimore handler

Exidy Inc. has appointed General Vending Sales Corporation as a full line distributor for the Baltimore, Maryland area and other areas already served by General Vending.

In an announcement made by Exidy's Marketing Manager Lila Zinter, she said: "We expect the addition of General Vending to our distributor network to be a valued asset in distributing the Exidy product line."

The appointment became effective during the Amusement Operators Expo in New Orleans. Zinter said the appointment is expected to expand sales in the Maryland area.

General Vending Sales principals are Morton Hyatt and Joel Smeyne.

A.D.I./Pool taps Rowe/Carolina

Rick Carr, president and chief operating officer of A. D. I. , Clearwater, Florida, announced the appointment of the Rowe Offices in North Carolina and South Carolina as A. D. I. distributors.

George Hacker of Rowe,/South Carolina, was instrumental in introducing the A. D. I. *Seville* pool table line to his operators, "with great response," said Carr.

Hacker said, "I am very impressed and elated upon the appointment of A. D. I. through the corporate offices. And I've mentioned in conversation with Rick Carr. its president, that the *Seville* with its simplicity for true delivery and extra added features and justly market priced will certainly boost sales at the all-new facilities of Rowe, located at 2122 Platt Springs Road, West Columbia, South Carolina."

Kaye Co. picks two Wash. state distribs

Irving Kaye Co., Inc. has picked up two new Washington State distributors: Northwest Sales of Seattle, and McKee Distributing of Portland.

Gary Kilgore of McKee told PLAY METER that the 9-foot Irving Kaye pool table *Lion's Head* "is moving very well" at early summer.

Ohio service schools slated

The OMAA has announced the first two of its series of "mini" service schools, to be held August 8-9 and August 22-23.

"Fundamentantals of Electronics" will be the earlier school, instructed by Greg Sabin. The two-day progrm at the Massillon Holiday Inn will provide a basic explanation of voltage, current, resistance, power, and how all are inter-related. Basic circuit components will also be discussed.

"Pinball Troubleshooting" will be held August 22-23, with a program of basic electronics of the pingame. Areas covered will include power supplies, solenoid drivers, lamp drivers, and matrixing.

Classes will be limited to a maximum of 20 students, and classes will be held from 9: 30 a.m. to 5: 30 p.m., with a lunch hours and breaks.

Registration is made through the OMAA, 41 S. High Street, Columbus, Ohio 43215; telephone: 614/221-8600. A $25 registration fee is for tuition and certain materials.

CLASSIFIED

FOR SALE – Two Telmark "Football Fever" games, $850 each. Call ALPHA GAMES – 813/933-5254.

WHILE THEY LAST: Selling all videos and parts in shop. Excellent condition! Sircoma Draws, other draws, Pokers, Sweet Shawnees, Casino 21s, Wild Arrows. Call 408/625-5164 for info. Hurry!

WANTED: Plastic display bubbles for IAMCO Merchandise Centers. Call J&J VENDING collect: 703/356-8904.

3-Horse Junior Carrousel Ride, like new late model, $1795. Midway Boot Hill, $500. Tennis Tourney, $125. STARK NOVELTY, 239 - 30th N.W., Canton, Ohio 44709. Tel.: 216/492-5382.

WANTED: Juke box, Electronic pingame and vending machine mechanic. Salary negotiable. Good benefits. Call or send resume to SOUTHERN MUSIC COMPANY, 1301 Louisiana Ave., Shreveport, LA 71101. Tel.:318/424-8161.

RUSSO INTERLOCKING POOL BRIDGE HEADS feature an unbreakable interlocking device. Interlock two in various positions and they feel like one. Shoot over and in between any number of balls. Acclaimed the world's best bridgehead invention. 3.95 per paid p.p. – RUSSO Interlocking Bridge, 457 Bert Ave., Trenton, NJ 08629.

ELECTRO-MECHANICALS: Space Odessey 8 Hot Line [Williams], Jungle [Gottlieb]. Electronics: [Atari] Airborne Avenger & Atarians. Rock-Ola 443 – for sale. 316/532-9955. EAGLES ROOST: Dennis Griebel after 1 p.m.

SPECIAL SALE ON ELECTRIC BILOTA COIN Counters. 1-800-433-2908 or 1-800-772-2703. PLAY-MORE GAMES, 1121 E. Seminary, Ft. Worth, Texas 76115.

FOR SALE: Bulldozer $400. Daytona 500– $600. Street Burners $200. Tel.: 201/892-1706.

CAROUSEL RIDES – KIDDIE RIDES – Coin operated rides for sale. Completely refurbished & ready for location. $250.00 up. Call or write: Box 8301, Greenville, SC 29604. Tel.: 803/233-5134.

PINBALL TOURNAMENTS: If yo have a location with a minimum of 15 pinballs, please write us. PINBALL ASSOCIATION OF AMERICA, Inc., 30 W. Washington, Suite 1432, Chicago, IL 60602.

SCHOOLS FOR GAMES & MUSIC one to three week courses. Phonos, video, electro-mech and logic flippers. By schematics! CAL'S COIN COLLEGE, P.O. Box 810, Nicoma Park, Oklahoma 73066. Tel.: 405/769-5343.

FOR THE BEST IN USED FLIPPERS, VIDEO GAMES and arcade equipment at the cheapest prices, see our regular ad in the classifieds of PLAY METER Magazine. NEW ORLEANS NOVELTY COMPANY, 1055 Dryades Street, New Orleans, LA. Tel.: 504/529-7321.

FOR SALE: 35 new B/W Wells-Gardner 19-inch monitors. Contact Billy Noack, AMSTAR ELECTRONICS: 602/997-5931.

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